

Essay on principles of writing a persuasive memo

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In writing a persuasive memo there are certain principles that must be used so that the audience can be captured, undecided swayed, and opponents converted. According to Bowman there are four principles that must be used by a writer in order to come up with a first class persuasive memo. The principles are: motivation, lead, pace, and blending outcomes (Bowman 1). Furthermore, Cialdini proposed six other principles which are liking, praise, reciprocity, social proof, consistency, and authority all which are essential ingredients for a concrete persuasive memo (25).

The principle of liking which says that people like those like them, who like them was used to influence the vice president Mr. Zachary Evans into the wishes of the memo sender. This was through creating early bonds in the introduction where both sender and recipient have a common interest of taking the business to the next level while saving costs. Praise was also used in this principle where positive remarks about the vice president were made and his ability to make a change.

The next principle used is blending of outcomes used to explain how the favour that is being asked in the memo will be of mutual benefit to both parties (Rizvi 424). This is clearly shown in the memo where Mr. Evans is enlightened of how the fitness centre would save costs in the long-run and in turn benefit employees in form of work enjoyment. Reciprocity principle is similar to blending principle but in this case it is used in the memo to show that the sender will repay or reciprocate the favour if it was carried out by the recipient of the memo (Dumaine et. al 187). The favour that will be done by the sender of the memo in this case is that Mr. Mirola will instruct his assistant to look into ways of helping the vice president increase company

profits in relation to expenses.

The principle of Motivate is used to recap the interests of the main reader and asking him to make a definite commitment (Rizvi 425). This is evident in the memo when various ways the company could make profits and save costs if the plan to sustain the fitness centre is implemented. Pace principle is also used where the sender of the memo stated his intentions in such a way that the reader could identify with it (Bowman 2). The language used had a personal beginning with orientation towards a larger audience. The sender stated that sustaining the fitness centre could reduce costs with employees enjoying to work in the company.

Social proof principle was used by the writer of the memo through using research and peers to influence the recipient of the memo into making a positive decision (Ciandini 26). The research used was a medical one that stipulated that employees who were fit were more productive hence more profits. Mr Mirola used his peer, his assistant who came up with a study that concluded that the company's medical cost decreased for employees who were fit.

In conclusion, the Consistency principle incorporated in the memo is used to create an atmosphere of commitment towards certain goals, and in linking commitment to employee value (Rizvi 426). The writer backs every persuasion statement with numerical and research facts that are of benefit to the company when the fitness centre is sustained. Consistency in the memo is intertwined with lead principle where the problem and recommendation are explained in such a way that the reader can appreciate.

There is enough human interest in the memo to enable Mr Evans the vice President to keep on reading the memo.

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